**Ear 1**

Flyer 1:

This first flyer I found in the hallway of my dorm building is here to let us know that meetings about Autism are being held in Centennial Hall at 9:00pm. One of the things that I noticed about this flyer is that it does not really have any colors that really pop off the page and they just stuck to what looks like a sky blue for everything on their flyer. The reason this stuck out to me was because I did not really notice this flyer while I was walking down the hallway because it was on the wall with other flyers that had much brighter colors which made them stand out more. Another thing I noticed about this flyer was that everything was centered from the title, the information, and the picture.

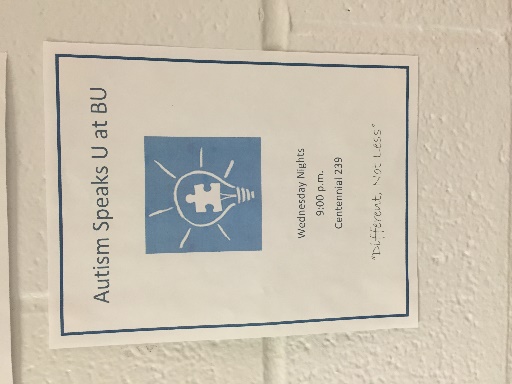
Flyer 2:

This flyer I found on a girls door that lives in my hallway and the first thing that stood out to me was that the flyer was not made on the computer and that she made it by hand. This flyer was obviously made so people know that she is selling chocolate. One of the things that I liked about this flyer was that it really stood out because of her color selections she made. While looking at this flyer you notice that she tried to align all the words on the left side. One thing that I think could be changed or improved is the cost of the chocolate because it is something that people might look right over with it being so small.

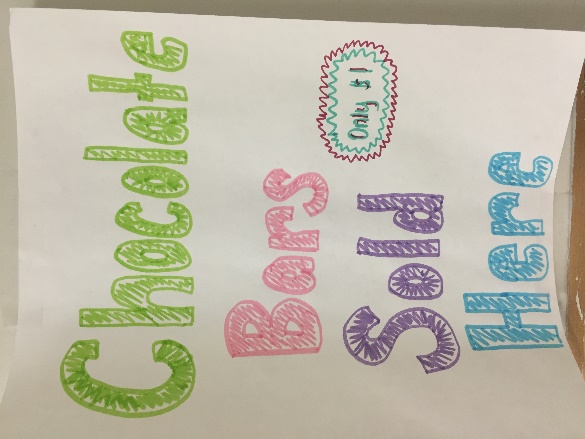
Flyer 3:

I found this flyer while walking in the lobby of my dorm building and it is there to announce that Judo club will be meeting on Tuesday and Thursday from 7:00pm-9:00pm. In my opinion this flier is one of the best flyers that I have found mainly because of its organization and the amount of information they put on it. One thing that I feel could be changed would be the lack of color. If they added a little bit of color I feel like this flyer would get noticed by a lot more students.

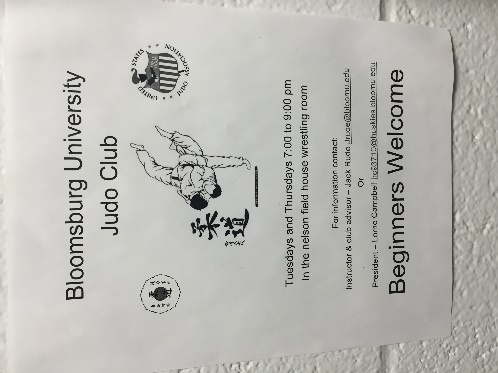
Flyer 1



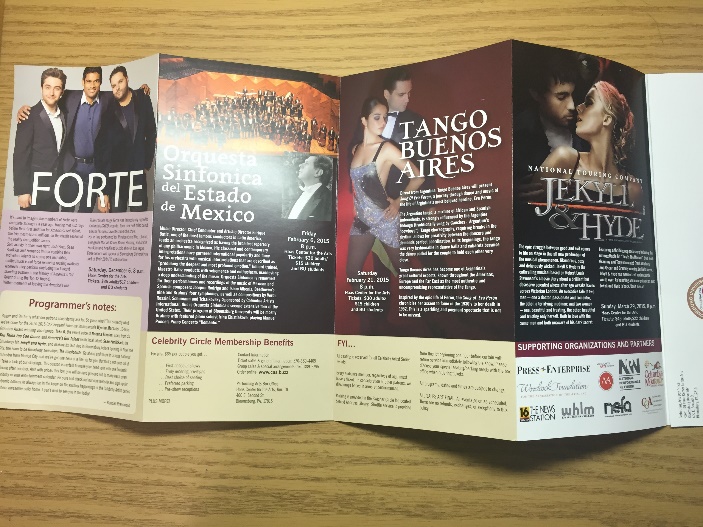
Flyer 2



Flyer 3



EAR 2



Contrast: Each of the sections has its own way of making it stand out whether it is from a picture or if its the colors that they used.

Repetition: For all of the events they have of the times and locations of where they will be held.

Alignment: All of the main information is aligned on the left with no indents.

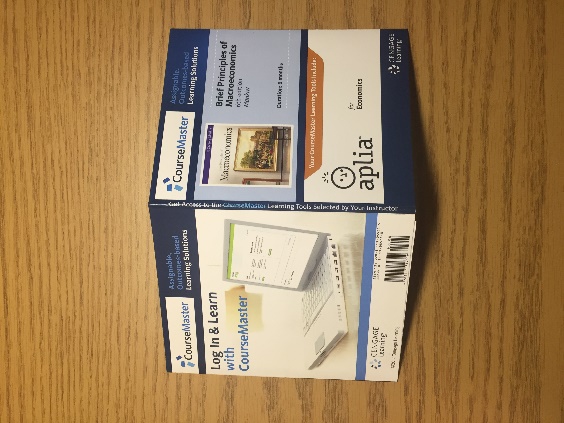
Proximity: Everything has its own place (title is at the top, information is in the middle, and the listings are at the bottom).

Purpose: To let people know when and where the shows are (maybe a form of advertisement).

Audience: Students in music listening class or people who like to attend musical events.

Genre: Musical or informative.

Engagement: They want more people to experience music in different forms.



Contrast: They have many different shades of blue that stand out.

Repetition: They stick to a certain color scheme.

Alignment: On the inside the tittles are all aligned in the middle.

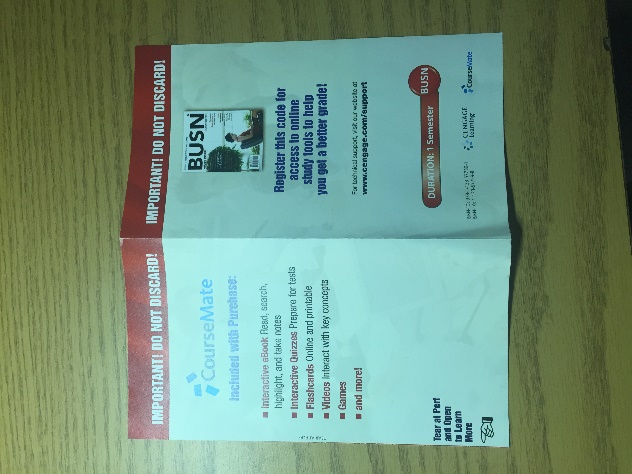
Proximity: The titles are all in a dark blue box and the information has a white background.

Purpose: To teach students how to use this application.

Audience: Macroeconomics students.

Genre: Informative.

Engagement: They wanted to make their application as easy as possible to use.



Contrast: The bright red boxes that the titles are in.

Repetition: They continuously use their red scheme throughout.

Alignment: Pretty much everything on the front cover is aligned in the middle.

Proximity: all of the main information has its own spot on the white part of the brochure.

Purpose: To inform students on how to use their application.

Audience: Business students.

Genre: Informative.

Engagement: They wanted to make is=t as easy as possible for students to use this application

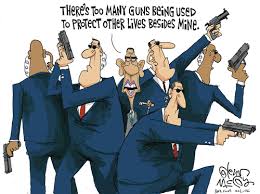
EAR 4



The satire in this is picture is when they say “a pack a day keeps cancer away”. This is satire because in reality a pack a day will give you cancer.



In this form of satire they go all out by showing what I think is Barrack Obama riding a unicorn and the he is holding a new coin with Santa Clause on it that is worth 1 trillion dollars.



In this example of satire they have Barrack Obama hiding behind secret service agents that have guns and the satire is him saying there are too many guns being used to protect our lives except for mine.